


**CITY COUNCIL  
AGENDA REPORT**

**SUBJECT:**   Calexico Arts Commission minutes from regular meeting on  
                  July 7, 2008 and October 6, 2008

**AGENDA DATE:**   November 18, 2008

**PREPARED BY:**    Sandra Tauler, Community Services Director

**APPROVED FOR AGENDA BY:** Ralph G. Velez, City Manager 

**RECOMMENDATION:**

**FISCAL IMPACT:**

**BACKGROUND INFORMATION:** (Prior action/information)

**DISCUSSION** (Current consideration)

Agenda Item No. \_\_\_\_\_

Page \_\_\_\_\_ of \_\_\_\_\_

THE ARTS COMMISSION MET IN REGULAR SESSION ON THE 7<sup>th</sup> DAY OF JULY 2008 AT 5:00 P.M. AT CITY HALL, 608 HEBER AVE, CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR HOLDING SUCH SAID MEETING.

### CALL TO ORDER

Chairman Hodge called the meeting to order at 5:10 p.m.

### ROLL CALL

#### *Present:*

Bill Hodge  
Soledad Salazar  
Berenice Martinez  
Ulises Cardenas

#### *Absent:*

Sergio Gaytan

### PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Chairman Hodge.

### APPROVAL OF AGENDA

On motion by Commissioner Martinez, seconded by Commissioner Cardenas and passed unanimously, the agenda was approved as delivered.

### COMMENTS FROM COMMISSIONERS

*Commissioners Martinez, Cardenas and Salazar* commended the Library Staff for the success of the Artmosphere Art Exhibit.

*Chairman Hodge* said that he had received "fancy" comments about the event.

*Commissioner Salazar* stated that a lot of young people attended the Art Exhibit and that they seemed to be really interested in the art. She hoped that the success of the Art Exhibit would mean that there would be a good turn-out for the Artist Reception.

*Commissioner Salazar* asked if Ms. Tauler was planning on sending out Thank You cards to the sponsors of the Artmosphere Exhibit, *Ms. Tauler* replied that she would.

*Chairman Hodge* asked Ms. Tauler if there was any space available at the Cultural Arts Center to have a children's theatre class. He would like the class to meet twice a week and in the evenings. *Ms. Tauler* replied that as of the moment all time slots were taken but that she would let him know when there was an opening available.

*Chairman Hodge* said that when he finally is able to put together the theatre class he would love to be able to have the children perform a play at the end, but he would need money to purchase the rights to a play. He did not know what play he wanted to purchase yet.

*Commissioner Salazar* mentioned that a friend of hers, Socorro Calderon, had offered to donate any items needed in order to help with future events.

### COMMENTS FROM THE PUBLIC

Albert Martinez introduced himself to the Commission. He is a resident of Calexico and is very interested in helping the Commission to develop the Arts in the Imperial Valley. He said that he had missed the Art Exhibit, but he hoped to make the Artist Gathering. He offered to look into Grant writing for the Commission in order to raise fund for holding more events. He mentioned that there are grants available from both the state government and various foundations. Also, the Commission could apply for grants as a City and as a for-profit organization. Mr. Martinez also suggested to Chairman Hodge that for the children's theatre group, they perform a play such as Hansel and Gretel. Chairman Hodge liked the idea and even suggested looking up books at the Library and mixing the stories.

### CONSENT AGENDA

On motion by Commissioner Salazar and, seconded by Commissioner Martinez the minutes for the regular meeting on July 7, were approved as delivered.

### STRATEGIC PLAN IMPLEMENTATION

Chairman Hodge said that by having events, such as the Art Exhibit and Artist Gathering, the Commission was accomplishing some of its goals. They were indeed reaching out to the Artist's in the Imperial Valley.

Chairman Hodge said that the next goal he would like to work on would be to show the City of Calexico that the Arts Commission is sincere in its effort to develop the Cultural Arts in the Valley by looking into obtaining grant money. This he said would show the community that the Arts Commission could sustain itself and is not entirely dependent on City funds and could even bring in money to the community. Commissioner Hodge asked if anyone had any suggestions or information on obtaining grants.

Commissioner Salazar said that she would talk to Mrs. Durazo, who has experience in grants. All Commissioners agreed to look into grants and grant writing.

### REVIEW OF "ARTMOSPHERE" ART EXHIBIT

This item was tabled due to the absence of Commissioner Gaytan.

### ARTIST APPLICATION DISCUSSION

Ms. Tauler said that she has had Artist's asking her about renting the Cultural Arts Center for individual shows. She said that by allowing individual artist's to rent the Center the Commission would be able to raise money. Ms. Tauler mentioned that the normal rental price of the Cultural Arts Center is \$400.00. She would like to know what amount the Commission would like to charge an individual artist. She would also liked to know how many dates would the Commission like to schedule to allow artist's to rent the Center and how many weekends should be set aside for the Commission to have it's own Art Exhibits and programs. No decisions were made.

**ARTIST'S SOCIAL GATHERING, FRIDAY, JULY 11, 2008 AT THE CULTURAL ARTS CENTER, 6:30-9:30 P.M.**

Ms. Tauler stated that she was hoping to attract all types of artists to the gathering. She planned the event for 100 people. On the invitations she asked for the artist's to RSVP. Chairman Hodge asked if Ms. Tauler had mailed some invitations to Mexicali, she replied that she had. Chairman Hodge was happy to know that writers were to be included for the reception. He also said that he would pass the word around about the Artist's Gathering and ask the School District to distribute the invitation via e-mail.

**DIRECTOR'S REPORT**

Ms. Tauler reminded the Commission that their terms run concurrent with those of the City Council members who elected them, and that some of their terms would be ending in a couple of weeks. She suggested that they fill out the Board and Commission Interest form as soon as possible. The deadline to turn in the form is July 15, 2008.

Chairman Hodge suggested that all the Commissioners go to the next City Council meeting and introduce themselves to the new Council members.

Ms. Tauler reported that the Classes at the Cultural Arts Center are doing very well. The Art Class for ages 3-6 years has a total of 20 students, the class for ages 7 and up has a total of 30 students, the drawing class has 15 students and the Flamenco class has 15 students. The Guitar classes both have 15 students. Chairman Hodge stated that these numbers show that the community is asking for Cultural activities.

**INFORMATION**

**2008 SUMMER FAMILY READING PROGRAM**

Meeting was adjourned at 5:51 p.m.

***NEXT REGULAR MEETING: AUGUST 4, 2008***

THE ARTS COMMISSION MET IN REGULAR SESSION ON THE 6<sup>th</sup> DAY OF OCTOBER 2008 AT 5:00 P.M. AT CITY HALL, 608 HEBER AVE, CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR HOLDING SUCH SAID MEETING.

#### CALL TO ORDER

Meeting was called to order at 5:11 p.m.

#### ROLL CALL

*Present:*

Soledad Salazar  
Berenice Martinez  
Ulises Cardenas  
Jose D. Garcia

*Absent:*

Bill Hodge

#### PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Commissioner Martinez.

#### APPROVAL OF AGENDA

On motion by Commissioner Salazar, seconded by Commissioner Garcia and passed unanimously, the agenda was approved as delivered.

#### COMMENTS FROM COMMISSIONERS

*Commissioner Salazar* stated she hoped to do more this year. She is looking forward to working with the new members on the Commission.

*Commissioner Martinez* asked about having some art donated to the Cultural Arts Center and having it displayed as decoration. Ms. Tauler replied that it would be nice to have some art donated and that the donated art would be displayed.

#### COMMENTS FROM THE PUBLIC

Ms. Tauler presented outgoing Commissioner Sergio Gaytan with a plaque to thank him for being part of the Art Commission, and for dedicating his time to help promote the arts in the community. Mr. Gaytan thanked Ms. Tauler for the award and offered his help for any future programs that the Art Commission will have. He stated that just because he was no longer on the Commission did not mean that he will be any less involved.

Joanna Guzman introduced herself as an artist. She stated that she was glad to have something like the Cultural Arts Center open and available here in the Valley. She stated that she might be able to contact a few people who would be interested in donating some art for the Cultural Arts Center. She would like to become involved and help in any way that she can.

David Zielinsky introduced himself to the Commission. He is part of a group of artists who have had shows in different parts of Mexico. He would like to have a photo exhibit at the Cultural Arts Center, but he is not sure about the dates. Ms. Tauler asked that as soon as he was sure about the days that he please let them know to make sure that the dates

would be available. Mr. Zielinsky asked about hanging the pictures. He was told that the Cultural Arts Center might have rails installed for hanging photos and paintings. Ms. Tauler replied that it was something that they hoped to do in the future, but it would not happen anytime soon. Mr. Gaytan asked Mr. Zielinsky if he would be willing to display the photos on easels. Mr. Zielinsky replied that using easels would be fine.

Roy Armenta Jr. asked the Commission for help in hosting a fundraiser event for his acting group. Mr. Armenta asked the Commission for permission to use the Cultural Arts Center to host the event. He would like to have two fundraiser events, the first would be on November 14, 2008 and the second would be sometime early next year. Mr. Armenta hoped to make the event a dinner theatre. He would like to present the play Sor Juana de Ines in Spanish. He is working on translating the play into English, but it will not be done by November. He would like to have some sort of musical performance before the play. Mr. Armenta asked the Commission to help him in promoting and selling tickets. Mr. Armenta offered to present part of the play to the Commission at the next meeting. Ms. Tauler suggested that the fundraiser be pushed back a little because there was not enough time to coordinate a program. Commissioner Garcia suggested that instead of dinner Mr. Armenta might consider serving hors d'oeuvres instead. It would be easier and more affordable. Ms. Tauler suggested that Mr. Armenta form a subcommittee to better plan and prepare for the fundraisers.

Samuel King of the Neighborhood House asked the Arts Commission for their support with a craft fair that he would like to start. He is organizing a sort of bazaar. Every week he would like to have vendors from the Imperial Valley and Mexicali get together at Rockwood Plaza in Calexico to sell and display their works of arts. October 31<sup>st</sup> will be the kick-off. The craft fair will take place every Friday night. Everyone is invited to attend. Mr. King asked the Commissioners to help spread the word to local artists of all sorts. Mr. King stated that those who would like to simply display any type of art would not be charged any kind of fee to participate. If the individual wanted to set up a stand to sell any items, they would be charged a small fee to help with the costs related to holding the fair. Ms. Tauler explained that although the Arts Commission will not be able to participate every week, they can help in promoting the fair.

### CONSENT AGENDA

On motion by Commissioner Salazar and, seconded by Commissioner Cardenas the minutes for the regular meeting on July 7, were approved as delivered.

### STRATEGIC PLAN IMPLEMENTATION

The Commissioners asked to continue having the strategic plan included in every month's agenda. It's a nice reminder for them.

### SEATING OF NEW AND REAPPOINTED ART COMMISSIONERS

Commissioner Garcia introduced himself. He has lived in both the U.S. and Mexico. He said that he acquired interest in the Arts because of his mother. His mother was a fashion designer. He believes in promoting the arts to nourish the community.

Commissioner Martinez introduced herself. She said that she has no artistic abilities, but that she really enjoys the arts. She has been on the Commission for two years.

Commissioner Cardenas introduced himself. He is musically inclined and he has been part of the Commission since April.

Commissioner Salazar introduced herself. She has a passion for involving young students in the arts, particularly Junior High and High School students.

### REORGANIZATION OF COMMISSION

This item was tabled due to the absence of Chairman Hodge.

### PROGRAM PLANNING FOR FY 2008-2009

Ms. Tauler shared that she would like to have a monthly mini art exhibit at the Cultural Arts Center. She was thinking that they could set up the mini exhibit in the lobby area of the Center. There would be no charge to enter and view the exhibit. Ms. Tauler stated that it would be nice to include musical events when planning for this next year's events. The Commissioner's asked to have a month to brainstorm. They asked that this item be placed on next month's agenda.

### DIRECTOR'S REPORT

- CULTURAL ARTS CENTER SEPTEMBER REPORT(handout)

Ms. Tauler explained that she will begin to include printed reports of the classes and events held at the Cultural Arts Center every month. For the month of September there were three different guitar classes offered and two events held at the Cultural Arts Center. The Calexico Police Department held a Mothers Against Drunk Drivers event and the Calexico Teacher's Association held a "Welcome Back" teachers event.

Ms. Tauler reported that the Pinhole Photography class scheduled for Saturday will be cancelled due to the lack of enrollment. The next class is scheduled for November 8<sup>th</sup>.

Ms. Tauler announced that the presentation for the winner's of the National Center for Missing and Exploited Children poster contest will be held on October 17<sup>th</sup> at Cesar Chavez Elementary School. Everyone is invited to attend.

### INFORMATION

JULY/AUGUST NEWSLETTER

ACTIVITY CALENDAR FOR THE MONTH OF SEPTEMBER

SEPTEMBER/OCTOBER NEWSLETTER

ACTIVITY CALENDAR FOR THE MONTH OF OCTOBER

PINHOLE FLYER

ANNUAL FALL FESTIVAL FLYER

Meeting was adjourned at 6:18 p.m.

*NEXT REGULAR MEETING: NOVEMBER 3, 2008*